



**YourPassion1st** (YP1) 501c3  
International Coaching and  
Mentoring Program

**USA**

**SOUTH AFRICA**

**BRAZIL**



# Our Vision

**Empower young adults to follow  
their passion into the workforce or entrepreneurship.**

**Influence** adults and **validate** the dreams of the next generation of youth.  
Transform families, communities, and the world.



=>

**Motivation**

**Confidence**

**Happiness**

**\$**



# Our Mission

**To transform communities by inspiring young adults to leverage their passion through mentorships, collaborative events, and innovative workshops.**

We help young adults expand their skill sets.

From canvas paintings in 2020 to collaborating under the direction of world renowned muralists such as [Jas Petersen](#) and [Dwight White](#) in 2021.

# Why is this Project Important?

HOPE

SUICIDE

Suicide is the 2nd leading cause of death for youth aged 10-24 - [National Institute of Mental Health](#)

UNEMPLOYMENT

Higher unemployment leads to more depression, lower self-esteem, greater opportunities to engage in less productive activities and blocked perceptions to routes for building thriving families, communities and productive working careers - [American Psychological association](#)

STREET VIOLENCE

Children from low-income families are more likely to become a gang member, run away, have sex before 16 - [World Youth Report](#)





## Our Resolution

**FOLLOW YOUR PASSION:**

**ART**

**MUSIC**

**SPORTS/WELLNESS**

**ENTERTAINMENT**

**CULINARY/NUTRITION**



**REVOLUTIONARY  
APPROACH**

Project Based Learning  
Innovative Workshops  
Coaches-Mentors-Experts  
International Experiences





## Our Program

Ages: 15-24yrs

Duration: 7 months

THE  
**YOUNG  
AMBASSADORS**  
INTERNATIONAL PROGRAM

Mental Wellness Skills Mastery Execution

FUN PROJECTS  
INNOVATIVE WORKSHOPS  
EVENTS/PODCAST  
GLOBAL MUSIC FESTIVAL

Our program offers personal wellness, professional skills building, self-empowerment through the implementation of projects, and International travel.

Young adults develop an individual pitch project and produce an industry specific team project.

USA

South Africa

Brazil



# MCH Virtual Weekend + Workforce Readiness Music Festival

**Young adults help produce a  
7 day  
live event broadcast!**

**19 countries  
150 content contributors  
180 hours  
25,000 streams**



In conjunction with our corporate  
sponsor Mi Casa Holiday  
<http://micasaholiday.com>







## 2021 YP1 Pitch Competition

# *Global Showcase*

*“It’s been a breath of life in such a lifeless time in the world; putting **YourPassion1st** is more than a non-profit, it’s a way of life” – Keishjuan Owens  
(Winner of 2020 YP1 pitch competition in partnership with corporate sponsors  
Mi Casa Holiday and Q4 Studios - **\$1500 scholarship award**)*

Young adult’s compete while showcasing themselves to future customers, fans, supporters, and potential employers from around the world.

Pitch a product, a story, a business,  
an idea, or show your talent!



## YA Team Projects - Live Events!

Each YP1 team produces a two hour live event production, which air's during the MCH Weekend & Workforce Readiness Music Festival.

Program participants will be exposed to different cultures while gaining international work experience.

The Fashion of Art Exhibition

=>

**ART**

Dance Music Scene Awards

=>

**MUSIC**

The Sports Complex Digi-talks

=>

**SPORTS/WELLNESS**

Sneaker Freaks Shoe Expo

=>

**ENTERTAINMENT**

The Recipe Exchange

=>

**CULINARY/NUTRITION**



# Our 1st year Accomplishments

Program start date: March 2020

**12** of our **14** youth enrolled in our program and developed a pitch consisting of creative business ideas and submitted to an international panel of judges.

**57%** of participants leveraged **YourPassion1st** to earn paid work during or after the completion of the program.

**18** workforce development sessions (hybrid face-to-face/virtual) and mentoring for 15-24 yrs.

**6** community events:  
**27** bikes / **3,000 lbs** of food donated.

**\$54K+**

raised



# Team snapshot



Led by Chris Thomas, YP1 has a diverse and engaging team, backed by a highly respected, responsive and competent Board of Directors and Advisory Board Council.

GO



Shanna Williams aka Queen Prophecy, chairs YP1's Mental wellness department as a clinical therapist by day and a fierce MC by night. Encouraging change is her passion.

GO



Julius Spates is YP1's Chief Engagement & Innovations Officer, who has worked in music for the past 25yrs as an International DJ and destination event producer.

GO



Jas Petersen is an international artist and muralist who collaborates with our program participants and lead a community building mural in Chicago's West Loop neighborhood.


GO



Andre "Rockmaster" Piers has a masters in Sports Kinesiology and is a career dancer / choreographer and event producer. His passion is movement.

GO





**Our Goal - \$265,000**

**Your support determines the level of our impact!**

## **2 BIG PROJECTS**

**We need a multitude of resources for program participants to complete their projects.**

- Mentors / Coaches / Industry leaders
- Passports for every program participant
- Flights/Hotels for Festival talent and staff
- Meals for participants and guests
- Uber/Lyft for participants and guests
- Paint materials for Murals
- Cameras, lights, mics for interviews
- On Screen talent /interview subjects
- Live event techs / Gaming consoles

## **30 WORKSHOPS**

**In addition to needing high quality facilitators, we drive engagement through the latest tech.**

- Professional Facilitators/Guest Speakers
- Onsite tours / Translators for meetings
- Typeform weekly assessment survey tool
- Zoom & REMO - virtual meeting tools
- Microsoft 365/Keynote - presentations
- Video/Graphics - Adobe Creative Cloud
- Web/Social Media team/Online courses
- Email Marketing / Merch services
- Data cards for international participants

## **6 EVENTS / 1 FESTIVAL**

**From well planned events to spontaneous marches we encourage our program participants to engage.**

- Musician / DJ / Artist fees
- Google ads / SEO campaigns
- MeetApp Go to navigate event program
- Designers / Editors for content
- Flyers / Banners / t-shirts for promo
- PR to enlist organizations / celebrities
- Instagram / Facebook / Tik Tok - content
- Technicians /Servers /Streaming services
- Materials(posters, markers, buttons etc..)



# KEY MILESTONES & TRAJECTORY

Consecutive years overlap while participants from the previous year stay engaged through our travel incentive, but also serve as mentors, near-peers, and also bring in their friends, communities and networks!





# Follow YourPassion1st

We're building a platform where successful entrepreneurs, artists, athletes, entertainers, professionals, clinicians, and passionate people from around the world come to connect and **empower underserved young adults**.

With your support, we predict a massive ripple effect in the home, the marketplace, in communities, and in the world.



**Make an Impact!**

**Donate now!**